



Ridership Committee

October 21, 2021

Ridership Recovery Strategies

Marketing Campaign

Moderate ridership impact; moderate costs

- Beginning winter 2022
- General marketing for Metro
- Marketing campaigns for specific programs and enhancements
- Rider and non-rider survey

Ridership Recovery Strategies

Fare Programs

High overall ridership impact; moderate costs

- Temporary reduced fare
 - Discussed with partners at fare policy call on 10/13 to general agreement
 - Easier implementation and marketability than reduced fare cap/means-tested reduced fare
 - Would apply to all buses region-wide
 - Implementation Q2 2022
 - Free ride promotions
 - ADA pass
 - Expand employer pass programs
- } No budget needed or offset by ADA paratransit cost reductions

Ridership Recovery Strategies

Baseline Usable Network

High overall ridership impact; high costs

- Baseline headways of 30 minutes across all routes
- Extend/align AM/PM spans of service
 - Assure service to healthcare workers at Maine Medical/Mercy (arrive by 6:40am, last bus no earlier than 7:30pm)
- Improve Saturday/Sunday/Holiday service levels
- Establish Congress Street High Frequency Corridor
 - Established by maintaining headways of 30 mins on Routes 1, 7, 9A, and 9B and adjusting schedules

Ridership Recovery Strategies

Implement Targeted Service Improvements

Moderate overall ridership impact; low costs

- Extend Husky Line to Eastern Waterfront
 - Provides connection between USM campus to new law school location
- Pilot microtransit in Falmouth (in connection with Route 7 change)
 - Replicate or improve service in the Falmouth loops
- Extend Route 7 to Thompson's Point
 - High Frequency Corridor
 - Additional service to PTC and Thompson's Point attractions

Ridership Recovery Strategies

Bus Stop Improvements

Moderate overall ridership impact; high costs

- Additional stops on Husky Line in Gorham and Portland
- Install remaining shelters in Metro inventory (~15)
- Transit Stop Access Project
 - Construction start likely 2023
- Art Shelter Installation
- Digital Information Displays at shelters



Ridership Recovery Strategies

Fleet Modernization

Low ridership impact

- Electric Bus Deployment
- Replace/upgrade Breez buses
- Complete install of on-board air purification system
- Complete install of Yield to Bus signs

Ridership Recovery Strategies

Travel Time and Reliability Improvements

High ridership impact

- Transit Signal Priority
 - May result in improved runtimes → increased headways w/no added cost
- Dedicated Bus Lanes Pilot
- Bus Stop Consolidation
- Analyze friction/complexity points
- Analyze/improve/publish on-time performance

